

EC'd Yes Last Received: 09/17/2012 4:28 PM Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () WATERFRONT STRATEGIES Rep Firm () PHILADELPHIA
Advertiser () HOUSE MAJORITY PAC 3050 K ST NW Sales Office ()
Product HOUSE MAJORITY PAC WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1432 Agency C/P1/P2/E 79/86/1432 Salesperson Phone# 215-567-6005
Buyer Dan Nagelberg Flight Dates 09/04/2012 - 09/24/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*6	SU	7A-8A	SUNDAY AM NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed	:30	\$800.00	09/23-09/23	0	0	0	\$0.00	
	*9	M-F	10A-11A	TODAY SHOW 3 Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed	:30	\$400.00	09/10-09/21	0	0	0	\$0.00	
	*11	M-F	5P-530P	5PM NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed	:30	\$1,800.00	09/10-09/21	0	0	0	\$0.00	
	*13	M-F	6P-630P	6PM NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed	:30	\$2,000.00	09/10-09/21	0	0	0	\$0.00	
	*18	F	9P-10P	GR1MM Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed	:30	\$2,500.00	09/21-09/21	0	0	0	\$0.00	
	*19	F	10P-11P	DATELINE Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed	:30	\$1,600.00	09/21-09/21	0	0	0	\$0.00	
	*20	M-F	11P-1135P	LATE NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed	:30	\$2,000.00	09/10-09/21	0	0	0	\$0.00	

Rep Order#	6847481	Ver#	5	Status	Revised	Traffic Order#	09/17/2012 5:31 PM	Printed:	5 of 3
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Ver# 5 Status Revised

Traffic Order#

Printed: 09/17/2012 5:31 PM

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3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1432
Flight Dates 09/04/2012 - 09/24/2012
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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*24	M	7A-9A	TODAY SHOW Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed	:30	\$2,000.00	09/24-09/24	0	0	0	\$0.00	
	*25	M-F	9A-10A	TODAY SHOW 2 Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed	:30	\$500.00	09/10-09/21	0	0	0	\$0.00	
	*26	M	10A-11A	TODAY SHOW 3 Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed	:30	\$400.00	09/24-09/24	0	0	0	\$0.00	
	*27	M-F	12P-1P	NOON NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed	:30	\$300.00	09/10-09/21	0	0	0	\$0.00	
	*28	M	5P-530P	5PM NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed	:30	\$1,800.00	09/24-09/24	0	0	0	\$0.00	
	*29	M-F	530P-6P	530PM NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed	:30	\$1,800.00	09/10-09/21	0	0	0	\$0.00	
	*30	M	6P-630P	6PM NEWS Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed	:30	\$2,000.00	09/24-09/24	0	0	0	\$0.00	

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	*31	M	11P-1135P	LATE NEWS	:30	\$2,000.00	09/24-09/24	0	0	0	\$0.00	
	Buyline Comment: CXL PER AGY/CLIENT REQUEST											
	Sales Remark: V5 CXL PER AGY/CLIENT REQUEST											
	V5 More than 2 codes changed											
	*32	W-TH	430A-459A	EARLY TODAY	:30	\$200.00	09/12-09/13	2	1	2	\$400.00	
	Buyline Comment: REVISE DAYS/DATES PER STATION											
	Sales Remark: V5 REVISE DAYS/DATES PER STATION											
	V5 More than 2 codes changed											
	*33	M-F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/17-09/21	0	0	0	\$0.00	
	Buyline Comment: CXL PER AGY/CLIENT REQUEST											
	Sales Remark: V5 CXL PER AGY/CLIENT REQUEST											
	V5 More than 2 codes changed											
	*34	M-F	2P-3P	THE DOCTORS	:30	\$200.00	09/10-09/21	0	0	0	\$0.00	
	Buyline Comment: CXL PER AGY/CLIENT REQUEST											
	Sales Remark: V5 CXL PER AGY/CLIENT REQUEST											
	V5 More than 2 codes changed											
	*35	SU	1A-2A	BROTHERS & SISTERS	:30	\$75.00	09/23-09/23	0	0	0	\$0.00	
	Buyline Comment: CXL PER AGY/CLIENT REQUEST											
	Sales Remark: V5 CXL PER AGY/CLIENT REQUEST											
	V5 More than 2 codes changed											

---REPORT TOTALS---

Report Totals: 2 / \$400.00

---SALES MONTHLY TOTALS---

Sep 12: 17 / \$20,000.00

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Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Sales Totals: 17 / \$20,000.00
Station Totals: 17 / \$20,000.00
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$55,556	CATV 0%	WAVY 36%	WGNT 1%	WPXV 0%	WTKR 19%
		WTVZ 5%	WVBT 10%	WVEC 29%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE